

relevant to both. Furthermore, historical information regarding activities of the ebook reader, such as previous ebooks read by the reader, can be used to further guide and enrich targeting. For example, if the historical information indicates an inclination toward or preference for a particular mood, situation, or topic, or even specific likes such as movies, for instance, then this can be used in targeting or filtering of advertising.

[0085] As mentioned above, tagging can be used in some embodiments of the invention. Three types of uses of tagging follow, which may be used in embodiments of the invention.

[0086] In some embodiments, if, through a single chapter or subject, keywords and tags suggest showing an advertisement relating to a particular keyword, then the system may detect this and one or more advertisements may be triggered that tail into this keyword. For example, if advertisements showing love and affection are suggested in this way, then advertisements relating to flowers, food or entertainment may be shown.

[0087] Another example of a use of tagging involves collective instances of keywords and tags. For example, if, through multiple chapters or subjects that follow each other, it is suggested that there is a certain mood and tone that falls under one category, such as vacations, then the system will detect this pattern and match it to a context. Using the ebook's mood and emotions plus the detected context may trigger advertisements that provide relevant subject matter, such as advertisements that show a destination for a vacation.

[0088] Still another example of a use of tagging could involve collective instances of keywords and tags in addition to historical information that may reflect reader interests or likes. For example, if through multiple chapters or subjects plus the history of another book that the user is reading or has read, it is suggested that a certain interest, inclination, mood, or situation is prevalent, then the system may attempt to filter and detect the subject that is associated with this trigger, and then associate it with the history of what the reader likes. This could include showing advertisements relating to movies or other forms of entertainment that may reflect the likes of the reader.

[0089] While the invention is described with reference to the above drawings, the drawings are intended to be illustrative, and the invention contemplates other embodiments within the spirit of the invention.

1. A method comprising:

using one or more computers, facilitating allowing an ebook reader to select an option from a set of options relating to an advertising setting, wherein the advertising setting specifies one or more permissible forms of advertising to be presented to the ebook reader at least in part via one or more ebooks;

using one or more computers, based at least in part on a selected option of the set of options, facilitating providing the ebook reader with a reduction relating to cost of the one or more ebooks; and

using one or more computers, based at least in part on the selected option, facilitating presenting advertising to the ebook reader at least in part via at least one of the one or more ebooks, wherein the advertising is of a permissible form of advertising according to the selected option.

2. The method of claim 1, wherein the reduction is greater if the selected option indicates more valuable permissible advertising.

3. The method of claim 1, comprising allowing an ebook reader to select an option from a set of options, wherein different options of the set of options specify permissible advertising of different value, and wherein the reduction is greater if the permissible form advertising is of greater value.

4. The method of claim 1, comprising allowing an ebook reader to select an option from a set of options, wherein different options of the set of options specify permissible advertising of different value to an advertiser associated with the advertising, and wherein the reduction is greater if the permissible form of advertising is of greater value to the advertiser.

5. The method of claim 1, wherein the advertising is online advertising inserted into content of at least one of the one or more ebooks.

6. The method of claim 1, wherein the set of options include an option including permitting hyperlinked words in ebook content.

7. The method of claim 1, wherein the set of options include an option including permitting inlaid text advertisements in ebook content.

8. The method of claim 1, wherein the set of options include an option including permitting graphical advertisements in ebook content.

9. The method of claim 1, wherein the set of options include an option including permitting video or audio advertising in ebook content.

10. The method of claim 1, wherein the advertising is offline advertising.

11. The method of claim 1, wherein the advertising is online advertising.

12. The method of claim 1, comprising targeting advertising to the ebook reader based at least in part on ebook content.

13. The method of claim 1, comprising targeting online advertising to the ebook reader based at least in part on ebook content evidenced as being accessed by the ebook reader at a time of serving of the online advertising.

14. The method of claim 1, wherein the reduction is determined based at least in part on performance associated with the advertising.

15. The method of claim 1, wherein facilitating allowing an ebook reader to select an option comprises facilitating providing a user interface to the ebook reader through which an option can be selected.

16. A system comprising:

one or more server computers coupled to a network; and one or more databases coupled to the one or more server computers;

wherein the one or more server computers are for:

facilitating allowing an ebook reader to select an option from a set of options relating to an advertising setting, wherein the advertising setting specifies one or more permissible forms of advertising to be presented to the ebook reader at least in part via one or more ebooks; based at least in part on a selected option of the set of options, facilitating providing the ebook reader with a reduction relating to cost of the one or more ebooks; and

based at least in part on the selected option, facilitating presenting advertising to the ebook reader at least in part via at least one of the one or more ebooks, wherein the advertising is of a permissible form of advertising according to the selected option.